

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of claims**

Claims 1 – 3 (cancelled)

Claim 4 (previously presented): An information serving system comprising:

- a broadcast module having a broadcast unit to broadcast a program including at least video information;
- a reception module having:
  - a receiver to receive the broadcast program,
  - a selector to select at least any one of static and dynamic image components composing an image comprising the video information included in the received broadcast program wherein during selection the broadcast program is temporarily halted to produce a static image instead of a dynamic image,
  - a producing unit to produce specification information indicative of the selected image component,
  - a transmitter to transmit the produced specification information, and
  - a presenting unit to receive incoming component information and present the received component information; and
- an information serving module having an acquiring unit to acquire the incoming specification information, and a transmitter to transmit to the reception module the component information indicative of the image component indicated by the acquired specification information.

Claim 5 (previously presented): An information serving system comprising:

- a broadcast module having a broadcast unit to broadcast a program including at least video information;
- a reception module having:
  - a receiver to receive the broadcast program,

a picture recording function to record the broadcast program,  
a selector to select at least any one of static and dynamic image components composing an image comprising the video information included in the broadcast program recorded with the picture recording function,  
a producing unit to produce specification information indicative of the selected image component, and  
a transmitter to transmit the produced specification information, and  
a presenting unit to receive incoming component information and present the received component information; and  
an information serving module having an acquiring unit to acquire the incoming specification information, and a transmitter to transmit to the reception module the component information indicative of the image component indicated by the acquired specification.

Claim 6 (cancelled)

Claim 7 (previously presented): The information serving system according to claim 4, wherein the broadcast module further comprises a fee processing unit to acquire and process a piece of incoming information about a fee payment for information service, and the information serving module further comprises a fee information transmitter to produce the fee payment information about payment of an information serving fee accompanying the transmitted component information when the transmitter transmits the component information to the reception module and to transmit the produced fee payment information to the broadcast module.

Claim 8 (previously presented): The information serving system of claim 4, wherein the producing unit of the reception module is configured to produce, as the specification information, a piece of specification information including at least information about time at which positional information indicative of a position of the image component in the image and the image including the image component are outputted.

Claims 9 – 11 (cancelled)

Claim 12 (currently amended): The information serving system comprising:

a broadcast module having broadcast means for broadcasting a broadcast program including at least video information;

a reception module having:

reception means for receiving the broadcast program thus broadcasted,

selection means for selecting at least any one of static and dynamic image components composing an image comprising the video information included in the received broadcast program ~~wherein~~ wherein during selection the broadcast program is temporarily halted to produce a static image instead of a dynamic image,

production means for producing specification information indicative of the selected image component,

transmission means for transmitting the produced specification information, and

presentation means for receiving incoming component information and presenting the received component information; and

an information serving module having

acquisition means for acquiring the incoming specification information, and transmission means for transmitting to the reception module the component information indicative of the image component indicated by the acquired specification information.

Claim 13 (previously presented): The information serving system comprising:

a broadcast module having broadcast means for broadcasting a broadcast program including at least video information;

a reception module having:

reception means for receiving the broadcast program thus broadcasted,

a picture recording function to record the broadcast program,

selection means for selecting at least any one of static and dynamic image components composing an image consisting of the video information included in the broadcast program recorded with the picture recording,

production means for producing specification information indicative of the selected image component,

transmission means for transmitting the produced specification information,

presentation means for receiving incoming component information and presenting the received component information; and

an information serving module having acquisition means for acquiring the incoming specification information, and transmission means for transmitting to the reception module the component information indicative of the image component indicated by the acquired specification information.

Claim 14 (previously presented): A reception module included in the information serving system of claim 13, comprising: the reception means; the picture recording function; the selection means; the production means; the transmission means; and the presentation means, wherein the identification information includes component identifying information for identifying the image component, highlight information for highlight-displaying the image component in displaying the image component by the selection means included in the reception module, date and time information indicative of a date and time on and at which the broadcast information including the image component is broadcasted, and positional information indicative of a display position of the image component in the image composed of the image component, and the selection means includes highlight display means for highlight-displaying the image component determined by the identification information, the date and time information, and the positional information.

Claim 15 (previously presented): The reception module according to claim 14, wherein the selection means comprises specification means for specifying the image component highlight-displayed, and the production means is configured to produce, as the

specification information, the identification information broadcasted correspondingly to the specified image component.

Claims 16 – 21 (cancelled)

Claim 22 (previously presented): The information serving system according to claim 12, wherein the broadcast module further comprises fee processing means for acquiring and processing a piece of incoming information about a fee payment for information service, and the information serving module further comprises fee information transmitting means for producing the fee payment information about payment of an information serving fee accompanying the transmitted component information when the transmission means transmits the component information to the reception module and for transmitting the produced fee payment information to the broadcast module.

Claim 23 (previously presented): The information serving system according to claim 22, wherein the broadcast module further comprises fee information acquiring means for acquiring a piece of incoming information about a fee for information serving transmitted from the information serving module, and the information serving module further comprises further fee information transmitting means for transmitting to the broadcast module the fee information indicative of the information serving fee prior to transmitting the fee payment information, when the component information is transmitted to the reception module.

Claim 24 (previously presented): The information serving system according to claim 22, wherein the information serving fee is calculated in the information serving module for every piece of component information on the basis of the number of times of supplying the component information.

Claim 25 (previously presented): The information serving system according to claim 24, wherein the information serving fee is calculated in the information serving module

for every piece of component information through addition of a predetermined basic fee to an amount obtained by multiplying a predetermined scale by the number of times.

Claim 26 (previously presented): The information serving system according to claim 22, wherein the broadcast means included in the broadcast module is configured to include a piece of identification information to identify the image component into the broadcast information so as to broadcast the broadcast information including the identification information, the selection means in the reception module is configured to select the image component using the broadcasted identification information, and the information serving fee is a fee which should be paid for broadcasting the broadcast information including the identification information.

Claims 27-32 (cancelled)

Claim 33 (previously presented): The information serving system according to claim 12, wherein the production means of the reception module is configured to produce, as the specification information, a piece of specification information including at least information about time at which positional information indicative of a position of the image component in the image and the image including the image component are outputted.

Claims 34-28 (cancelled)

Claim 39 (currently amended): ~~[[The]]~~ An information serving system comprising:  
a broadcast module having a broadcast unit to broadcast a program including at least video information;  
a reception module having:  
a receiver to receive the broadcast program,  
a selector to select at least any one of static and dynamic image components composing an image comprising the video information included in the received broadcast program wherein the selector is responsive to a user-

manipulated input device for generating a product information request signal in response thereto,

a producing unit to produce specification information indicative of the selected image component wherein the producing unit is responsive to the product information request signal to produce said specification information indicative of the selected image component,

a transmitter to transmit the produced specification information, and

a presenting unit to receive incoming component information and present the received component information; and

an information serving module having an acquiring unit to acquire the incoming specification information, and a transmitter to transmit to the reception module the component information indicative of the image component indicated by the acquired specification information.

Claims 40-43 (cancelled)